PASSPORT - PERFORMANCE ESTIMATE

- London CMA population: 290,500

  Ontario population: 8,815,900

  London % of Ontario population: 3.30%

Assuming Population Share Equals Cigarette Share:

MIDAS INDUSTRY SALE

CIGARETTE MARKET

	JUNE *	JULY	AUG	SEPT **	OCT	NOV	DEC	JAN*	FEB	MARCH	April	MAY*
Ontario (000,000)	2,494	1,221	2,665	1,119	1,494	1,588	2,380	977	1,252	2,010	No	
London (000)	82.302	40.293	87.945	36.927	49.312	52.424	70.559	32.234	41.336	66.333	Sales -	
Passport (000)	.20	.80	1.0	.60	.40	.50	.10	.20	.10	.10	no	
Estimated Share for Passport in London	.24%	1.99%	1.14%	1.62%	.81%	.95%	.14%	.62%	.24%	.15%	shipments	
											at	
											all.	

* Industry price increase.
June 1984
January 1985

** 1st Week of Sept 1984 - Federal tax increase, with an August load.

Federal Tax increase (30%)

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Source: https://www.industrydocuments.ucsf.edu/docs/qyhj0004